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 20151029\_CahuengaCrossing\_Flyer\_FlatHiRes3.jpg [Save] [Open]  
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Greetings Hollywood and Sunset board,

This is a big week in Hollywood - and I'll be sending things your way on behalf of the Steering Committee planning the festival. Many thanks to board members Leslie Blumberg and Melissa Logan who have been key and committed participants in this process!

First, see attached flyer describing the pop-up parklet at the SE corner of Selma and Cahuenga ( in the Stout parking lot). This is a collaborative effort led by Li Wen who lives at the Broadway and is an architect with Gensler.

[Note: The Sunset board approved funds for another pop-up parklet at the SW corner of Ivar and Selma, but that will not be ready to install in time for the festival owing to agreements that need to be hammered out with the property owner and tenant. We hope to unveil that before year end.]

Second, Haines & Co have been pitching this story far and wide and we are seeing the fruits of their labor.

Here is a few so far:

\* This is a great post from our friend, Kristie Hang and love how she says: "...the 'Only in Hollywood' crew throws some epic events." :)

<http://www.kristiehang.com/only-in-hollywood-music-arts-festival/>

\* Discover Los Angeles

<http://www.discoverlosangeles.com/what-to-do/events/only-hollywood-music-arts-festival>

\* In case you missed it, Only in Hollywood was included in Thrillist's "10 Things You Have To Do This November in LA." See below and here's a direct link:

<https://www.thrillist.com/events/los-angeles/things-to-do-in-la-in-november-2015>



\* And...we also secured inclusion in LAist's Ultimate Guide to November. We will keep 'em coming! :)  
[http://laist.com/2015/11/01/your\\_ultimate\\_guide\\_to\\_november\\_20\\_1.php](http://laist.com/2015/11/01/your_ultimate_guide_to_november_20_1.php)

\* On Living Out Loud Los Angeles...

<http://www.lol-la.com/get-a-taste-of-the-city-at-only-in-hollywood-music-arts-fest/>

\* <http://festivalsforlife.com/only-in-hollywood-music-arts-festival-kicks-off-november-5/>

And, finally, perhaps you've heard our festival announcement on KCRW? We are also featured on their website for activities coming up this weekend:

<http://events.kcrw.com/>

I am sure there will be more to report, but wanted to pass along this good work by Haines & Co and give a shout out to the Festival Steering Committee who has been working very hard to prepare for this weekend. We think this will be a tangible example of how we can work together as a neighborhood to "change the conversation about Hollywood!"

Kerry

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FRIENDS OF HOLLYWOOD,

IN CONJUNCTION WITH THE ONLY IN HOLLYWOOD MUSIC + ARTS FESTIVAL THIS WEEK, AND AS A FURTHER DEVELOPMENT OF THE OPEN SPACE FORUM HELD BY THE HOLLYWOOD CHAMBER OF COMMERCE'S ECONOMIC DEVELOPMENT COMMITTEE IN MARCH OF THIS YEAR, GENSLE ALONG WITH VALLEYCREST AND THEIR FRIENDS IN THE LANDSCAPE AND FURNITURE INDUSTRY - QUICK CRETE PRODUCTS CORP., EASY TURF, HERMOSA DESIGN, and BEND - AND WITH SUPPORT FROM THE LOCAL BUSINESS COMMUNITY - CAFFE ETC., KITCHEN 24, IPS, FRIENDS OF ECCA ALLEY, and the BID - WILL BE INSTALLING AN INITIAL DEMONSTRATION OF CAHUENGA CROSSING - please see attached flyer. THIS POP-UP PARKLET AT THE INTERSECTION OF CAHUENGA AND SELMA IS PART OF A LARGER OVERALL VISION FOR POCKET PARKS IN THE NEIGHBORHOOD AND ENCOURAGES THE CENTRAL HOLLYWOOD COMMUNITY TO ENVISION NEW WAYS TO WEAVE PUBLIC OPEN SPACE INTO THE FABRIC OF THE NEIGHBORHOOD. CAHUENGA CROSSING WILL BE UP AND AVAILABLE TO THE PUBLIC FROM FRIDAY NOVEMBER 6 THROUGH SUNDAY NOVEMBER 8. PLEASE SHARE YOUR COMMENTS AND SUPPORT FOR MORE OPEN GREEN SPACE IN CENTRAL HOLLYWOOD BY FOLLOWING CAHUENGA CROSSING ON OUR FACEBOOK PAGE:

<https://www.facebook.com/CahuengaCrossing/?ref=nf>

WE WELCOME YOU ALL TO OUR ONLY IN HOLLYWOOD MUSIC + ARTS FESTIVAL THIS WEEKEND AND COME BY AND CHECK OUT OUR POP-UP PARKLET.

